

Rep Order# 9837787 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/08/2012 2:30 PM
Last Received: 10/08/2012 12:52 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 60S
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

64402
Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	7A-8A	EARLY SHW	:60	\$380.00	10/09-10/15	5 P3	1	5	\$1,900.00	
	2	SU	7P-8P	60 MIN	:60	\$10,000.00	10/14-10/14	1 P2	1	1	\$10,000.00	
	3	W	8P-9P	SURVIVOR	:60	\$15,000.00	10/10-10/10	1 P2	1	1	\$15,000.00	

---REPORT TOTALS---

Report Totals: 7 / \$26,900.00

---SALES MONTHLY TOTALS---

Oct 12: 7 / \$26,900.00
Sales Totals: 7 / \$26,900.00
Station Totals: 7 / \$26,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$66,899	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	8%
		WKRC	40%	WLWT	17%	WSTR	0%	WXIX	32%		

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Books null
Demos RA35+

Advertiser: Sherrod Brown for Senate

Product Desc: BROWN 60S

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	10/10/12	10/10/12	Wed Reg 1	CM	8:00 PM-9:00 PM	--W----	1:00	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00

SURVIVOR

<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>
Week: 10/08/12	10/14/12	--W----

Totals	7	\$26,900.00
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